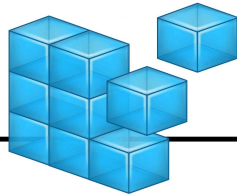


Getting Your XSite off the Ground

presented by a la mode

a la mode, inc.



Course Highlights

- ❑ Go from zero to Website in just 10 steps
- ❑ Simple Wizard interface makes it a snap to keep your XSite fresh
- ❑ Graphic design and Flash technology make it powerful and simple
- ❑ Hundreds of themes and color combinations so your site is unique

The leader in real estate technology

Getting Your XSite off the Ground

Introduction to Agent XSites

Businesses everywhere – especially in the real estate industry - have flocked to the Internet for good reason. A web site is a quick and inexpensive venue for establishing a brand and identity. Further, web sites are now the central point of contact for consumers doing business. A client or potential customer is far more likely to visit your web site than they are to walk into your office.

So, as you establish your presence in cyberspace, it's critical that you present your best face. As with other media, you've got a limited amount of time to capture a site visitor's attention and entice them to spend time looking through your online content. Then, comes the challenge of converting the casual visitor into a lead that can be followed up, marketed to and, ultimately, signed up as a client.

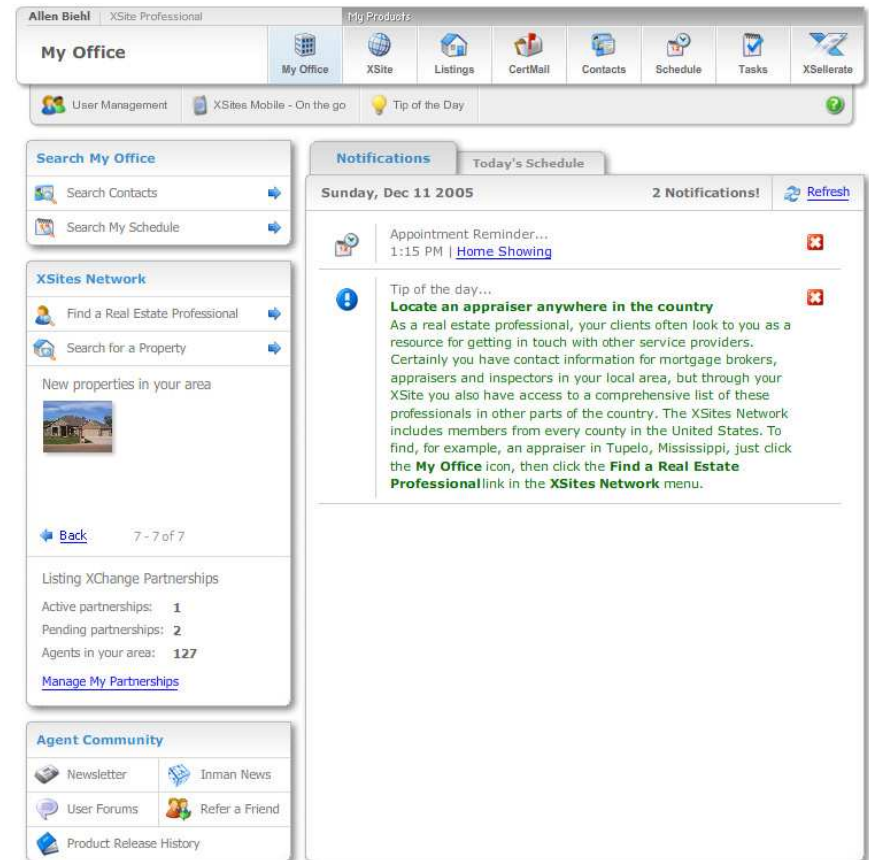
The following two-part course is designed to help you, the real estate agent, build a site that addresses your marketing goals, attracts the maximum number of visitors and helps convert them into satisfied property buyers and sellers.

My Office – More than just a pretty face

Your Agent XSite is so much more than just a web site. It's a lead generation tool. A real estate resource center. A contact manager. A listings manager. An appointment scheduler. A task organizer. And if you desire, even an automated communication tool.

So it stands to reason that the nerve center of your XSite – the **My Office** toolkit – is much more than just a web design wizard. Instead, **My Office** is your single point of operation for all of these functions. Here's a brief tour of the power available from **My Office**.

The Toolbar – All of the functions of your XSite are accessible from the My Office screen. The toolbar at the top of the screen is displayed in throughout the site, putting every function at your fingertips at all times. Move your mouse pointer over any of the buttons and a drop down menu



appears listing other functions. Just click any of the items in the menu to access that feature.

Search My Office – Use this handy tool to quickly locate any **Contact** in your database, whether a former customer, a prospect or a colleague. Or, you can quickly find an appointment you've got scheduled, or that you attended in the past.

XSites Network – This panel gives you access to a wealth of real estate resources throughout the country.

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- ❑ Use the **Find a Real Estate Professional** button to locate another agent, an Appraiser, Lender or Inspector in any county in the United States (and a few other international locations). These professionals are all part of the XSites Network and many allow you to order services directly from their websites.
- ❑ If you need to find a property for a customer outside your local area, use the **Search for a Property** option. This feature searches the entire XSites Network for real estate being offered by fellow XSite owners.
- ❑ If you'd like to add your listings to this growing nationwide database, click the **Manage My Partnerships** link to enable or configure your Listings XChange partnerships. We'll cover more on that in the Advanced portion of this course.

Agent Community – As an Agent XSites owner, you're never alone. The **Agent Community** tools let you tap into a wealth of real estate information, including a periodic newsletter from a la mode and daily news updates from Inman News. Plus, you can access the Agent XSites **Users Forums** to interact with your fellow agents across the nation.

Notifications – What's going on with your XSite? How many new leads has it generated? What content is getting out of date? The **Notifications** pane keeps you in the know about what your XSite is doing for you.

Today's Schedule – What's on the agenda for today? This week? What's at the top of your To Do list? Click the **Today's Schedule** tab and you'll see a complete rundown at a glance.

The XSite Wizard – Basic Site Setup

The key to a successful website is building an attractive site, with a wealth of information and lead generation tools. The XSite Wizard is the primary tool used to build your site from the ground up, and then equip it with all the content, forms, listings and other items that'll keep customers coming back for more.

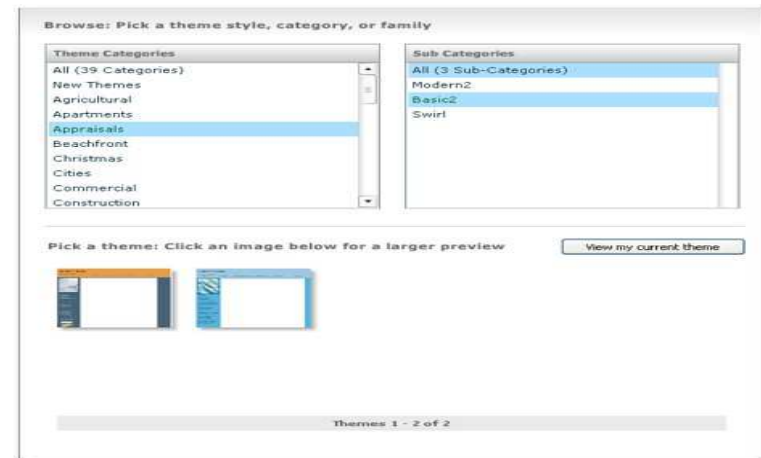
Task: Open the XSite Wizard

1. From the **My Office** screen, click the **XSite** button in the toolbar.
- ❑ The first time you access the wizard, follow the process through all of the steps necessary to launch your site by clicking the **Next** button after completing each step.
 - ❑ After that, use the **Design, Content** and **Extra Tools** menus on the left as a shortcut to the tool you need.
 - ❑ Always click the **Save** or **Next** button after making any change to ensure that the modifications are saved.

Themes and Preferences

Task: Select a Theme

1. From the **My Theme** screen, click the image for the desired **Theme Family**.
2. From the **Family** page scroll down and click on the variation that best suits your needs.
3. Click the **Choose this theme** button to lock in your choice.



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Task: Add logo and photo

To include your logo on your XSite:

4. Click the **Include my logo** check box
5. Next, click the **Upload your logo** link.
6. Browse to the graphic file on your PC that contains your logo, select it and click **Open**.
7. Finally, click **Upload**.

You'll now see your logo in your site preview to the left. Use your mouse to drag it to the desired area of your site header.



To include a photo on your XSite:

1. Click the **Include my photo** check box.
2. Now, click the **Upload your photo** link
3. Browse to the photo on your PC. You can use any standard graphic format, such as .gif, .png, .bmp, or .jpg. Select the file and choose **Open**.
4. Finally, click **Upload**.

To remove either of these items from your site, just click the **Remove your logo** or **Remove your image** link.

Task: Modify Company Name

1. Before you start modifying text, ensure that the **Include my company name** check box is selected.
2. Type your company name in the large text box. This information is pre-loaded with the company name you provided when you signed up for your Agent XSite, but you can change it here.

Hint: To insert a line break in your company name, press Shift-Enter.

2. Use the buttons above the text box to turn on Bold, Italics or Underline by clicking the appropriate button.
3. Select the font color by clicking the colored box and choosing a shade from the palette. Note that on dark backgrounds you may want to use white or some other light-colored text. If necessary, the background of the text box will change so you can still see the text.
4. Choose the font style and size you desire from the appropriate drop-down menu.
5. Next, enter your Secondary header text.

On the sample screen above, you'll see how your text looks on your XSite's header. Simply use your mouse to position your company name or secondary header exactly where you want it.

Note: If you're using a custom logo file with your company name in it, you can turn off the text by simply un-checking the Include my company name check box.



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Header Animation

Add a little extra pizzazz to your site by animating how the text “builds” when a visitor hits your site.

Task: Animate header

1. Click the **Header Animation** link found in the **Extra Tools** menu.
2. The company name text box is displayed in the Header Animation box. If you haven't already edited your company name by changing the font color, style or size, you can do it here using the controls located above the text box.
3. The **Header Animation** feature affects the entire company name, so you don't have to highlight any one part of it.
4. Under the **Animation Settings** section, select the various options for the type of animation, target, direction, effect, and timing.
5. As you choose an animation tool, additional options appear below. For example, if you choose the Fly animation, a box appears allowing you to select which area of the screen you want the text to “Fly in” from.



6. For a **Target**, you can choose either the **Entire Word**, which animates your company name as one block, or **Each Letter**, which animates each letter separately.
7. Naturally, you'll want to experiment with all the options to find the effect that's right for you. To see how the options you've chosen will look, click the **Preview Animation** button to see it in action.
8. Once you've decided on the animation, just click **Save**.

Basic Flash Intros

When a web browser hits your site, that's the best time to make a lasting impression. You can accomplish this by turning on a “Flash Intro” screen.

Task: Turn on basic intro

1. Click Use basic intro options.
2. Click a template in the list on the left. To see a preview of the template, click **Preview**.
3. Select the music you'd like to have accompany your intro from the list on the right. To hear a sample, click **Play**.
4. Enter the 5 messages you want to “fly” in during your intro.
5. Choose a background color by clicking the color button and choosing one from the palette.
6. To see how your intro looks, click **Preview My Intro**.

Task: Adding sounds to your site

To add an audio dimension to your site:

- Select a background music piece from the list on the left. This sound then plays while visitors are viewing your site.
6. On the right, select the sound, if any, that you would like played when a user moves their cursor over a button.
7. Click **Next** to move on.

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Editing your company info


This info is used throughout your site, this step lets you make global changes, so you don't have to go through every page on your site when something like your e-mail address changes. Just click **Search and Replace** next to anything you change, and any page with that information on it is updated automatically.

Enabling online ordering (Appraiser XSite Only)

Online ordering is powered through our XSites Network. It gives your clients the ability to order online and download appraisals from your website instead of depending on e-mail. To configure your website to accept online appraisal orders, check the **Enable Online Ordering, Tracking, and Appraisal Report Delivery** box and click **Next**. Alternately, if you already have an XSites Network account that you wish to use:

1. Check Manually enter XSite Network profile and password.
2. Enter your, profile's **Username** and **Password** and click **Next**.

To learn more about online ordering, be sure to attend our class dedicated to processing orders over the web or click **Help** and browse to our extensive documentation about online ordering.

 **Note:** By default, the owner of the XSite has permission to use its online order management features. However, if others have accounts on your XSite, you must update their **User Privileges** to give them access.

Selecting and editing content

Your XSite comes preloaded with a wealth of content, professionally developed and translated into other languages.

1. In the **Provided Pages, Mortgage Calculators** and **Video Pages** tabs, check the boxes next to the articles or tool that you'd like to place on your site.

2. Click the name of the page to open it in the content to see what the page is about and even customize it.
3. Turn on multilingual content by checking the box next to the language of your choice.
4. Click **Next** when you're ready to move on.

Creating your own custom web page

1. Create a new content page by clicking the **Your Custom Pages** tab and then click **Add a New Page**.
2. In the Page Content Editor, you can type your new content as you would in a word processor. Most of the standard word processing commands are available from the buttons above the text screen. Or, you can copy/paste from a word process or other page.
3. When you've completed your document, click **Save**.

Task: Open the home page (or any other page) for editing

1. Click the **My Content** button in the **Content** menu.
2. Click the name of the page – "Home" for example – to open it in the **XSite Content Editor**.

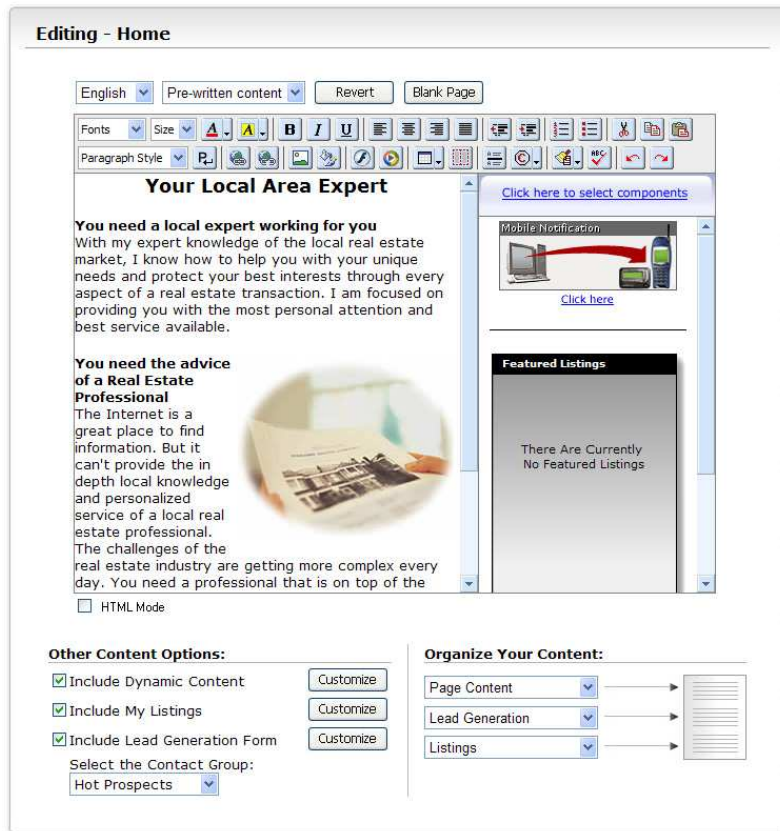
Task: Edit text

Editing text in the XSite Content Editor is just like working in a word processor. Here are some pointers:

- If you've enabled the multilingual features of your XSites, the drop-down menu allows you to select which language you're going to edit.
- You can choose a "template" for the page by selecting one from the **Pre-written content** drop-down menu.
- At any time, you can revert to the previously saved version of your content by clicking the **Revert** button.

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- ❑ To start from a clean slate, click the **Blank Page** button.
- ❑ The bulk of the screen is taken up by the page editor itself. As mentioned before, this is like a word processor. You can begin typing information in the window, edit existing text, or copy and paste items from other sources.
- ❑ Above the text editor, you'll see rows of buttons, each with its own function. These are very similar to the buttons found in most popular word processors. To learn what a certain button does, just hover your mouse over it.



- ❑ Below the text editor is a checkbox for **HTML mode**. When you check this box, you'll see the raw programming code for your page. Use this feature only if you are familiar with HTML and web page programming.

Task: Add dynamic content

1. Open any page to which you like to add Dynamic Content in the Content Editor.
2. Scroll down to the **Other Content Options** section and check the **Include Dynamic Content** check box.
3. Next, click the **Customize** button to the right of the Include Dynamic Content check box.

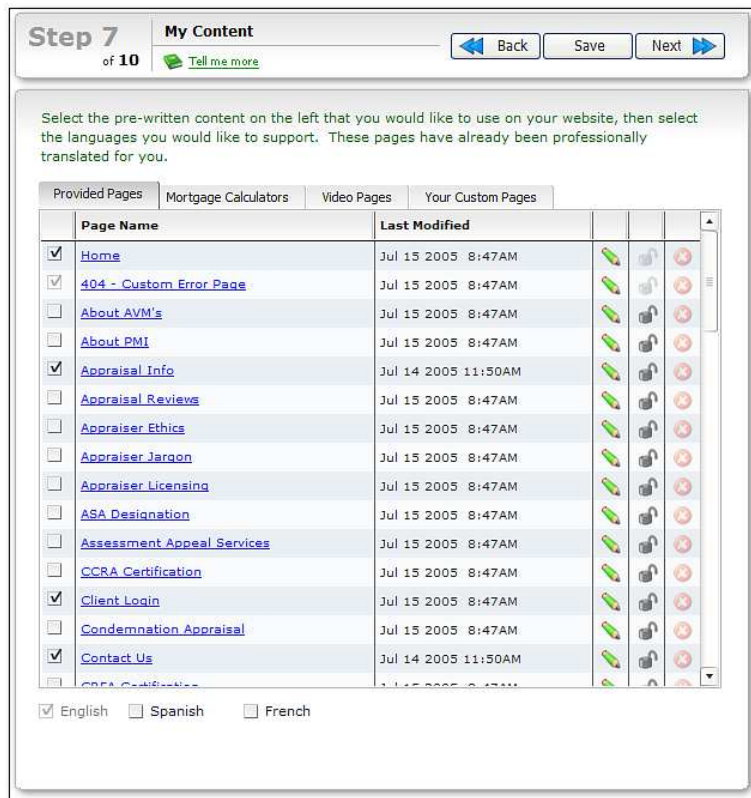


4. A new window appears and shows you a list of the available dynamic tools. To include any dynamic tool, simply check the box corresponding to each tool that you want.
5. When you've picked all the tools you'd like, scroll down to the **Organize your Dynamic Content** section of the window and reorder their order of appearance from top to bottom by choosing the tools you would like to appear from the drop-down menus.
6. Click **Submit** when you're done.

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Task: Turn on pages

1. Click the **My Content** button in the **Content** menu.
2. Click the **Provided Pages** link.
3. Scroll through the list and click the check box for any pages you'd like to include on your site.
4. Click the page name for any page to modify it in the Content Editor.
5. Repeat this process in the **Mortgage Calculator** and **Video Pages** tabs.

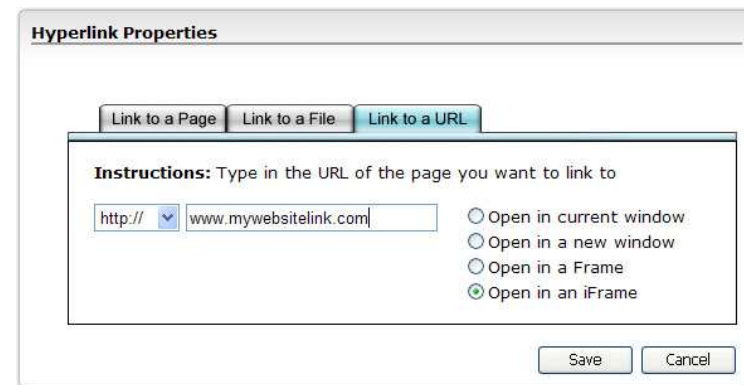


Building Links

The best way to drive traffic to your website is to have other sites link to yours. By the same token, you may want to create links from your site to other agents, brokers, lenders or related sites.

Task: Add a link to text

1. Open any page in the Content Editor.
2. Select the text you'd like to turn into a link, then click the globe icon in the toolbar with the closed link.
3. Click the **Link to a URL** tab and enter the web address.
4. Before clicking **Save**, choose how you want the link opened:
 - Open in Current Window** replaces your entire XSite "shell" with the contents of the new page.
 - Open in a New Window** launches a new browser window and puts your XSite in the background.
 - Open in a Frame** keeps your header and colors, but loads the content below it.
 - Open in an iFrame** keeps your XSite header and navigation panes and loads the content in a small, scrollable window.



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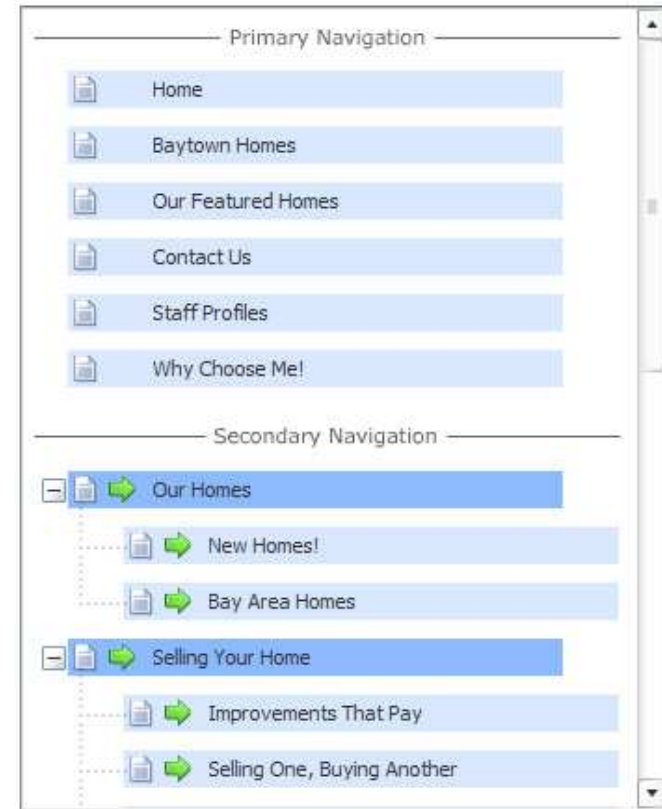
Menu Organization

Having a wealth of content on your website won't do any good if users can't find what they need. You can arrange to links on you menu bars using divider spaces, indentions and fly-out menus to keep your site neat and easy to navigate. Here are some hints for better organization:

- ❑ The **Primary Navigation** items should be your most important links – the ones you want people to see first.
- ❑ Your **Secondary Navigation** should have some organization regarding the content of the links. For example, group the links pertaining to Home Buyers, Sellers or other topics.
- ❑ Use the button separator item to add space between buttons and segment items so they aren't all run together
- ❑ You can create groups within your Secondary Navigation by clicking the arrows to indent particular button names.

Task: Creating fly-out menus

1. Click and drag one button item on top of another button item in the **Secondary Navigation** area.
2. When the **Secondary Navigation** button that you want to turn into a fly out menu turns dark, drop the button item and it automatically creates a fly out menu.
3. To view the items in your fly out menu, simply click the + symbol and the menu items within it are displayed below that button item.



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Footers

Site footers appear at the bottom of every page on your site. This is a good place to put your contact information, company logo and any graphics indicating groups to which you may belong.

Task: Create a site footer

1. From the **Content** menu, click **Site Footer**.
2. Click the check box for as many contact items you'd like included in the footer.
3. Click the check box for **Site Navigation**, then click **Customize**. Select the pages from your site that you'd like to have included in your footer; your listings pages, for example. Click **Save**.
4. Click the check box under **Other Prefs** to include a link to your admin functions at the bottom of each page.

Task: Add graphics to a custom footer

1. Click the check box in the **Build Your Own Site Footer** section, then click **Customize**.
2. In the Content Editor, type any text you desire, using the buttons in the tool bar to modify the look of the text.
3. Click the **Insert Image** button.
4. Click **Browse**, then locate the desired image on your computer. Select it and click **Open**.
5. Click **Add** to upload the graphic to your **File Library**.
6. Select the file in the list, then click **Insert**.

Setting the final preferences

This step mainly configures a consistent site footer.

1. Select the contact information you want to appear at the bottom of all pages on your site by checking the box to the left of each item.
2. Click the **Site Navigation** option to turn on navigation links at the bottom of each page. The **Customize** button allows you to select which specific links appear.
3. To create a custom footer that includes any text you desire, check the box in the **Custom Footer** section, then click **Customize** to create your footer.

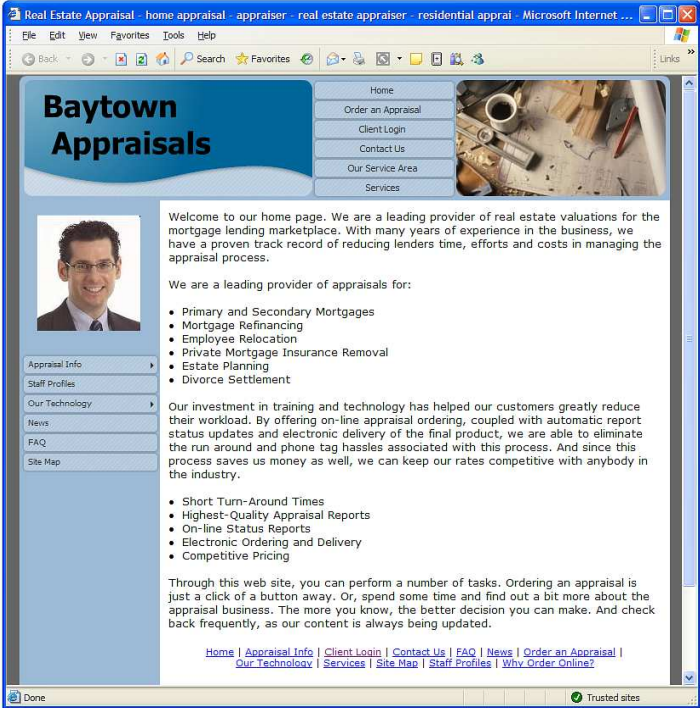
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4. Check the final box to include a link to your administration functions on your site. Of course, you must still enter your **Username** and **Password** to log in.
5. Click **Next** to move on to the final step.

Launching your site

The first time you access this step, click **Launch My XSite** to open a new browser window and view the results of your labor. Thereafter, the changes you make to your site are saved and updated every time you click **Save** or **Next**, so all of your changes are safe. You can view your site at any time by clicking **XSite, My XSite** in the toolbar.

This page also displays some additional data and links to your site for your information.



NOTES:

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